

## Message Text

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43

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 L-03 PA-02 PRS-01 USIA-15

EUR-12 EA-09 /060 W

----- 031025

R 161135Z MAR 76

FM AMEMBASSY JIDDA

TO AMEMBASSY ATHENS

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY KHARTOUM

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANA

AMEMBASSY RABAT

AMCONSUL CASABLANCA

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

AMCONSUL DHAHRAN

USINT BAGHDAD

SECSTATE WASHDC 3932

UNCLAS JIDDA 1643

USDOC FOR CAGNE/HALE

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, XF, BPUB

SUBJECT: MIDDLE EAST AMERICAN COMMERCIAL NEWS LETTER

REF: ATHENS 1790

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1. LACK OF ANY COMPLAINTS OR INQUIRIES AT NON-RECEIPT AND OUR OBSERVATION ON LOSS OF REGIONAL NEWSLETTER FOR PAST SEVEN MONTHS INDICATES THAT ITS VALUE IN SAUDI ARABIA FOR TRADE PROMOTION IS MARGINAL. HIGHLY ESOTERIC ARTICLES ON INDUSTRIAL AND SCIENTIFIC DEVELOPMENTS HAVE LITTLE GUT APPEAL HERE TO BROAD CATEGORY OF TRADERS WHO ARE PRIMARILY INTERESTED IN AGENCIES, DISTRIBUTORSHIPS, OR DIRECT PURCHASE.

2. WHILE THIS TYPE LEAD IS FOUND UNDER NEW PRODUCTS CATEGORY, TITLE IS MISLEADING. ONLY TRADE INTEREST IS NEW IN MOST CASES. SUGGEST TRADE OFFERS BE LABELED AS SUCH.

3. COMMERCIAL NEWSLETTER SHOULD BE TOPICALLY RESPONSIVE AS WELL TO CURRENT DEMAND BY SAUDI FIRMS BY INCLUDING AGENCY OR JOINT-VENTURE OFFERS FROM U.S. ENGINEERING AND CONSTRUCTION FIRMS. IN NEXT FIVE YEARS OUR CREDIT SIDE OF BALANCE OF PAYMENTS WITH SAUDI ARABIA COULD WELL BE HEAVILY WEIGHTED TOWARDS SERVICES WHICH WILL ALSO HAVE A BENEFICIAL MULTIPLIER EFFECT ON DURABLE GOODS EXPORTS. THEREFORE, SEGMENT OF NEWSLETTER SHOULD BE TARGETED TO SERVICE AND CONSTRUCTION VENTURE OFFERS FROM PERTINENT U.S. FIRMS.

4. THIS APPROACH MAY DIFFER FROM REQUIREMENTS IN OTHER AREA POSTS BUT RTDO AND CAGNE MUST REALIZE THAT COUNTRY PRIORITIES DIFFER EVEN IN SAME AREA. SAUDI ARABIA HAS UNIQUE REQUIREMENTS THAT MUST BE CATERED TO INDIVIDUALLY AND WE DOUBT EFFICACY OF REGIONAL COMMERCIAL NEWSLETTER DESPITE EXCELLENT BROAD FORMAT, ETC.

5. IT SEEMS THAT OUR INTERESTS WOULD BE AS WELL SERVED IF WE PUT OUT AN ENGLISH COMMERCIAL NEWSLETTER WITH VERY SHORT SUMMARY IN ARABIC. FOR TIMELINESS AND IMPACT IT MAY BE PREFERABLE TO GET THE TRADE OFFERS OUT IN ENGLISH AND LET THE REALLY SERIOUS FIRMS RESPOND. MOST ALL SAUDI FIRMS HAVE EXPATRIATE

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BUSINESS MANAGERS, AMERICAN, BRITISH, IRISH, GREEK, EGYPTIAN, LEBANESE, ETC, FEW OF WHOM CONDUCT OVERSEAS BUSINESS IN ARABIC. OUR BRITISH, FRENCH, GERMAN, ITALIAN AND JAPANESE COMPETITION CONDUCT THEIR BUSINESS HERE IN ENGLISH. GIVEN SUFFICIENT FUNDS, WE FEEL WE CAN PUT TOGETHER A MEANINGFUL NEWSLETTER EMPHASIZING TRADE OPPORTUNITIES CULLED FROM COMMERCE' NEWSLETTER AND THE NUMEROUS TRADE

INQUIRIES WE RECEIVE DIRECTLY FROM THE U.S.

6. WITH ASSIGNMENT OF ALI KHUDR FROM DEFUNCT BEIRUT  
RTDO TO JIDDA WE BELIEVE GOOD NEWSLETTER CAN BE  
ISSUED AT POST. PRINTING FACILITIES ARE GOOD. AT  
PRESENT WE HAVE APPROXIMATELY 1500 SUBSCRIBERS  
LISTED ON ADDRESSOGRAPH CARDS AND GIVE OUT ADDITIONAL  
500 COPIES TO SAUDI VISITORS TO COMMERCIAL OFFICES.

7. DEPARTMENT, COMMERCE AND ADDRESSEE POST COMMENTS  
WOULD BE WELCOME.  
PORTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Reference:** 76 ATHENS 1790  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MIDDLE EAST AMERICAN COMMERCIAL NEWS LETTER  
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